

SOUTH PARK **STAKEHOLDERS** **G R O U P**

Dedicated to the Economic, Social and Cultural Vitality of South Park—Downtown Los Angeles



South Park Stakeholders Group – District Identity and Streetscape Improvement (DISI) Committee Meeting

Tuesday, January 29, 2013, 3:00 PM
1333 S. Hope Street, Los Angeles, CA 90015

Committee Members: Gary Warfel, Robin Bieker, Michael Hartounian, Jessica Lall, Todd Howk,

Staff: Amanda Irvine

Consultant: Marco Li Mandri,

MINUTES

Interim Committee Chair, Jessica Lall, called the meeting to order at 3:07 PM

Discussions held and recommendations made to the Board:

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Review Budget & Committee Purpose	This Committee must focus on the district identity and bettering qualities such as streetscaping and connecting with the local environment. The mission must tie in with the mission of our other Committees (i.e. land use and economic development). Within the approved DISI budget, the Committee needs to find the line items that refer to the amounts allowable for all items below.	No action taken
Review Logo / Branding	Todd Howk from AEG reported on the work on the Mission Statement and Logo. The new logo needs to be simple, clean, elegant, timeless, something we can put on all branding. Something on which we can start to cultivate a district identity upon. Similarly, the Mission Statement cannot be passive- must be more present and proactive than it currently is; succinct and forward-moving. We need to show that we're a resource for the area, a spirit of <i>partnership/alliance</i> . For the Vision, change "village" to district or neighborhood; need to acknowledgement beyond residential and entertainment, maybe simply "quality lifestyle. Have	No action taken

	more public space than open space- includes hardscape. Additionally, we are officially referring to this as the South Park Community Benefit District (no longer BID as far as branding is concerned.) Tagline of "live, play...stay" is ok, but feels a bit overdone. Todd will work on editing the mission statement, vision, tagline and logo based on ideas formulated. Will work with Amanda on these as necessary.	
District Marketing / Streetscape plan (Marco)	Focus on district entrances as gateways to the "park", i.e. Pico and Fig. See the South Streetscape Improvement Plan for ideas for the streetscape changes for the area. We need to provide value to our stakeholders sooner rather than later. Amanda will make copies of existing streetscape plan, as well as obtain digital copy. Marco will submit a proposal to Jessica on to go about this.	No action taken
Website updates	<ul style="list-style-type: none"> • Need to capture data/analytics from the website • Who are the people who are visiting it, cater to the audience • Idea of 90 sec testimonials • Link on convention center and AEG's websites • More content, better content- history, useful reference information for businesses and community members. • Apartments and real estate available • Make it easy for visitors to connect <p>Amanda will obtain access to the website and begin editing content. Need to wait for re-branding and new logo before it can change graphically</p>	<p>.</p> No action taken
AEG Creative Services	Todd will determine the relationship we are to have with AEG Creative. He will submit a proposal for consideration at the next meeting. Jessica will work with Todd and the committee to determine best way to move forward.	No action taken
Next Meeting	February 12, 2013 at 3pm	

Minutes taken by Amanda Irvine, staff.